KEVIN DOYLE

VISUAL & UX DESIGNER

A passionate Visual & UX designer with over 9 years of industry experience who is currently creating things at Global Overview while aiding other businesses in his free time.

PORTFOLIO
KevDoy.com

ADDRESS
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LINKEDIN
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TOP SKILLS
Visual Design
UI/UX
Web Design & Code
Adobe Creative Cloud
Adobe Photoshop
Adobe Illustrator
HTML & CSS
Sketch
Decision Making
Art Direction

LANGUAGES
English (United States)
German (Germany)

EXPERIENCE HIGHLIGHTS

Global Overview

UX Designer *December 2020 - Present*

Front End Design & Development | Visual Design | Email Marketing

- Take end-to-end user workflows & develop UX funnels to clarify complexity
- Work closely with program/product manager to deliver on roadmap goals
- Work with hardware engineers to connect frontend with hardware
- Identify new ways to solve problems and create innovative solutions to drive product enhancement and improve user experience
- Create interaction scenarios and storyboards to communicate design ideas
- Works with stakeholders directly to drive design schedule, prioritizing well and demonstrating effective time management
- Proactively pitch new customer experience ideas, backed by a strong, well-articulated rationale
- Interact with users and conduct research into possible roadblocks and other pain points that can be converted into improvements.
- Lead user interface improvements with emphasis on product design
- Ownership of web experiences for internal and client-facing tools and websites

Costco Wholesale, Home Office

Visual Designer *January 2015 - 2020*

Front End Design & Development | Visual Design | Email Marketing

- Designed and developed front-end marketing elements
- Designed and developed marketing email content, code & templates for B2C & B2B
- Maintain an organized asset management structure and scheduled backups
- Designed and coded landing pages for Costco.com utilizing the Bootstrap framework
- Social Media Content & Design
- UI/UX discussions for Costco App
- Completed print projects ranging from flyers, posters, mailers and brochures

Trenta.media

Full-Stack Designer, Founder *September 2019 - 2021*

Art Direction | Visual Design | Leadership | Client Relations | Analytics

- Seek new clients and manage current clients
- Create client proposals and write briefs for designers
- Lead team of 5 creatives
- Creative responsibilities include visual design, web design and developement
- Create analytic reports for trenta.media and clients
- Manage timelines to keep clients and contractors on the same page

KevDoy

Freelance Visual Designer & Marketing Consultant *October 2012 - September 2019*

Front End Design & Development | Marketing | Style Guides | Branding | Client Relations